

ONTARIO SEMI-WEEKLY ARGUS

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(Always in advance.)

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Oregon, for transmission through
the mails as second class mail matter.

ADVERTISER SELLS CHEAPER.

The far-sighted merchants are not so much concerned in getting big profits on individual sales as in getting a big volume of business at reasonable net profit. He realizes that if he is to reach out and get and hold business he must get the volume of business so he can sell on a smaller margin.

The larger the volume of business the more the selling cost is reduced, because every concern could do far more business than they do with the same selling force. Salesmen's salaries and other expenses do not materially increase as the sales increase. One business man who had watched the effect of his advertising upon his business for a number of years said his advertising increased the sales to such an extent his selling cost was reduced to one-fourth of what it was before, and after adding the cost of advertising his selling cost was still less than one-half the previous selling cost. This is the experience of every merchant who has advertised his business as it should be advertised.

The merchant who increases his sales and the volume of his business buys more goods and in bigger quantities than the smaller merchant and thus gets a bigger discount. The producer can manufacture cheaper if he manufactures in bigger quantities. He is thus naturally going to give a better discount to the bigger merchant who buys in bigger quantities, thus enabling the manufacturer to manufacture in bigger quantities.

Now doesn't it stand to reason that the man who through judicious advertising sells more goods, buys his goods at a bigger discount, and reduces his selling cost one-half could sell cheaper than the man who never advertises. He can and he does.

STUDENT BOOSTS TESTING.

Practical dairymen are fast coming to believe in the Babcock test as a means of separating their good cows from the bad, and much of their encouragement is coming from enthusiastic students of dairying, who are doing what they can to stimulate the movement for testing. One of these, a senior of dairying at O. A. C. recently made a trip at his own expense to the Tigardville school, where he gave a Babcock test demonstration. He also gave an address on industrial club work, which resulted in the organization of thirty eight to take up pig growing work. G. P. Hamony, one of the school boys, was elected president and the work is already under way.

Those who have not paid for their season tickets for the Lyceum lecture course please call at the Ontario Pharmacy and settle at once.

COMMITTEE.

Parties wishing ice for storage should see Chas. B. Shantz, Payette, Idaho, R. F. D. 1. Washoe. 11-4tp

AT THE DREAMLAND

Mary Pickford as "Mistress Nell" in motion pictures at the Dreamland Wednesday, December 29.



JOHN B. RATTO'S IMPERSONATIONS.
The next number of the Lyceum Course coming January 10th.

The Telephone

is a Public Servant, we want all our patrons to feel free to suggest any thing which may be done to make it worth more to them.

We want in every way possible to give a class of service which will be pleasing to you.

This is the desire of the executive officers of this company as well as the local organization.

You tell us of our weak places and we will do our best to strengthen them.

**MALHEUR HOME
TELEPHONE CO.**
R. W. GARDNER, Mgr.

JOHN B. RATTO.

The programs of John B. Ratto comprise impersonations in makeup of many different characters in the everyday life, and these combine to make a grand panorama of associated characters. This program is so well connected that one character after another follows in logical order.

A novelty also in itself is the fact that Mr. Ratto makes up for each characterization before the audience. He pencils in full view of the audience, telling an appropriate story all the while. Pencilling finished, he turns quickly to the table mirror to adjust his wig, facing about to surprise you with the accuracy of his presentation.

Mr. Ratto is a psychologist. He studies his audience before opening his program to suit the tastes of those before him. While most of his program is of a humorous nature, here and there he slips in a touch of the darker side of life that never fails to score heavily and bring handkerchiefs to the eyes of many. He has swayed many an audience from laughter to tears.

Eighth Grade Final Examinations will be held throughout Malheur County on January 13 and 14. Teachers having pupils ready for this examination should report to the County Superintendent before January 1.

FAY CLARK,
County Superintendent of Schools.

CHRISTMAS HOLIDAY EXCURSIONS

via
OREGON SHORT LINE
Union Pacific System
Tickets on sale December 17, 18, 23, 24, 25, 31, 1915 and January 1, 1916; Limit, January 3, 1916.
See agents for rates and further details.

To the Citizens of Malheur county:

I desire to announce that I will be a candidate for the Republican nomination for District Attorney at the coming primary election and solicit your support.

This office spends thousands of dollars of your money and I pledge myself to every economy consistent with good government. If elected I will devote my entire time and energy to the affairs of the office. Impartial enforcement of all laws, economy and suppression of useless litigation, —my platform.

ROBERT M. DUNCAN.

See Mrs. Cayou's bargains in hand painted china before you purchase your Christmas gifts. Res. on Virtue street. 9tf

ONTARIO PRODUCE CO.
Idaho Lumber Yard
Pay Good Prices for Poultry 5-4t.

NOTICE.

I hereby announce myself as candidate for nomination to the office of Assessor on the Republican ticket, subject to the choice of the voters at the primaries.

A. A. ROBERTS.

ADMINISTRATRIX NOTICE

In the County Court of the State of Oregon, for Malheur County.

In the matter of the Estate of Thomas L. Blackman, Deceased. Notice is hereby given that the undersigned has filed her final account of the administration of the estate of said deceased. That Thursday, December 30th, 1915, at the hour of 11 o'clock A. M. at the County Court room in the County Court house, in the City of Vale, Oregon, has been fixed as the time and place for hearing any objections thereto if any there be.

All persons having any interest in said estate are hereby notified to be

present on said day at said time and place, and show cause if any there be why the said final account should not be allowed, and the administratrix discharged and the said estate of said deceased distributed according to law.

This Notice is published by order of the Hon. Geo. W. McKnight, County Judge of Malheur County, Oregon.

Clara E. Blackman,
Administratrix.

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Date of last publication, December 28th, 1915.

Plain View Farm Herd Registered Holstein Friesian cattle. Two choice young bulls for sale, ten and eleven months old, from heavy producing dams and sired by Pledge Prince Count, a grandson of Homestead Girl, DeKol Sarcasie Lad and the 21st imported cow Pietje 22d. Write for Prices and Breeding.

G. V. Pontius,
Route 1, Ontario, O.